

CLAIMS

What is claimed is:

1. A method of providing messaging comprising:
 - a. placing a RFID tag, encoded with a prompt for additional information, on
5 an object;
 - b. receiving information from said RFID tag with a RFID reader;
 - c. transmitting commands between said RFID tag and said RFID reader with
an antenna;
 - d. displaying said prompt to enable access to said additional information.
- 10 2. The method of claim 1 wherein said prompt includes a telephone number.
3. The method of claim 1 wherein said prompt includes an Internet address or
website link.
4. The method of claim 2 wherein said user, upon dialing said telephone number, is
provided information about the RFID tagged article.
- 15 5. The method of claim 3 wherein said user, upon accessing the website identified by
said Internet address or website link, is provided information relating to the RFID
tagged article.
6. The method of claim 1 wherein said prompt provides directions to said user to, at
the user's option, request advertising information related to the article on, in or
20 near which the RFID tag is located.
7. The method of claim 1 wherein said RFID reader may be turned off and not
receive any prompt from said RFID Tag while turned off.
8. The method of claim 6 wherein the directions include a telephone number.

9. The method of claim 6 wherein the directions include an Internet address or website link.
10. The method of claim 6 wherein said advertising information is sent to said user upon said user accepting said prompt.
- 5 11. A messaging method comprising:
 - a. encoding a RFID tag with a unique identification code that provides direction to information about a product;
 - b. receiving said unique identification code from said RFID tag on a RFID reader;
 - 10 c. transmitting and receiving information between said RFID tag and RFID reader on an antenna; and
 - d. utilizing said unique identification code to access and display said direction to information.
12. The system of claim 11 wherein said direction to information includes a telephone number.
- 15 13. The system of claim 11 wherein said direction to information includes an Internet address or website link.
14. The system of claim 12 wherein said direction to information is followed by dialing said telephone number and information is provided to the dialing telephone.
- 20 15. The system of claim 13 wherein said direction to information is accepted by entering the Internet address or Internet link into a web-enabled device and said

Internet address or Internet link leads to a website containing advertising information.

16. The system of claim 11 wherein said direction to information provides directions to said user to, at the user's option, request advertising information.

5 17. The system of claim 16 where said advertising information relates to the product on, in or near which said RFID tag is affixed or incorporated into.

18. The system of claim 11 wherein said RFID reader may be turned off and thereby not receive any prompts from said RFID Tag.

19. A method of providing advertising comprising:

10 a. encoding a RFID tag with a prompt that provides directions to advertising information;

b. equipping a plurality of RFID readers with antennae for receiving transmissions from said RFID tags and dispersing said RFID readers throughout an area;

15 c. transmitting a prompt from said RFID tag to said RFID reader; and d. displaying said prompt.

20 20. The method of claim 19 further comprising following said directions to advertising information and being provided advertising information about the product to which the RFID tag is affixed or incorporated into.

21. The method of claim 19 wherein said prompt includes a telephone number.

22. The method of claim 19 wherein said prompt includes an Internet address or website link.

23. The method of claim 19 wherein said advertising information is provided by way of e-mail.

24. The method of claim 19 wherein said advertising information is provided by way of text messaging.

5 25. The method of claim 19 wherein said advertising information is provided by way of an Internet website.

26. The method of claim 19 wherein said advertising information is provided by way of telephonic transmission.

27. The method of claim 19 wherein said RFID reader may be placed in an off or 10 standby mode whereby it does not receive a prompt from said RFID Tag.

28. A method of providing information about a person comprising:
a. encoding a RFID tag with a unique code;
b. receiving said unique code by a RFID reader;
c. displaying a prompt that provides directions to access information about 15 the person carrying the RFID tag;
d. following said directions and providing information about the person carrying the RFID tag.

29. The method of claim 28 wherein said directions include a telephone number.

30. The method of claim 28 wherein said directions include an Internet address or 20 website link.

31. An apparatus for providing messaging comprising:

- a. a RFID tag;
- b. a RFID reader for receiving information from said RFID tag;

- c. an antenna to transmit commands between said RFID tag and said RFID reader;
- d. a display; and
- e. a prompt displayed by the RFID reader to enable a user to access additional information.

5 32. The apparatus of claim 31 wherein said prompt includes a telephone number.

33. The apparatus of claim 31 wherein said prompt includes an Internet address or website link.

34. The apparatus of claim 32 wherein said user, upon dialing said telephone number, 10 is provided information about the RFID tagged article.

35. The apparatus of claim 33 wherein said user, upon accessing the website identified by said Internet address or website link, is provided information relating to the RFID tagged article.

36. The apparatus of claim 31 wherein said prompt provides directions to said user to, 15 at the user's option, request advertising information related to the article on, in or near which the RFID tag is located.

37. The apparatus of claim 31 wherein said RFID reader may be turned off and not receive any prompt from said RFID Tag while turned off.

38. The apparatus of claim 36 wherein the directions include a telephone number.

20 39. The apparatus of claim 36 wherein the directions include an Internet address or website link.

40. The apparatus of claim 36 wherein said advertising information is sent to said user upon said user accepting said prompt.

41. A messaging apparatus comprising:

- a. a RFID tag encoded with a prompt that provides direction to information;
- b. a RFID reader for receiving said prompt from said RFID tag;
- c. an antenna to transmit and receive information between said RFID tag and RFID reader; and
- d. a display to display said prompt.

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42. The apparatus of claim 41 wherein said prompt includes a telephone number.

43. The apparatus of claim 41 wherein said prompt includes an Internet address or website link.

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44. The apparatus of claim 42 wherein said prompt is accepted by dialing said telephone number and information about the RFID tagged article is provided to the dialing telephone.

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45. The apparatus of claim 43 wherein said prompt is accepted by entering the Internet address or Internet link into a web-enabled device and said Internet address or Internet link leads to a website containing advertising information about the RFID tagged article.

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46. The apparatus of claim 41 wherein said prompt provides directions to said user to, at the user's option, request advertising information.

47. The apparatus of claim 41 wherein said RFID reader may be turned off and thereby not receive any prompts from said RFID Tag.

48 An apparatus for providing advertising comprising:

a \rightarrow a RFID tag.

- b. a plurality of RFID readers equipped with antennae for receiving transmissions from said RFID tags;
- c. said RFID tag transmitting a prompt that provides directions to advertising information; and
- 5 d. said RFID reader displaying said prompt.

49. The apparatus of claim 48 further comprising following said directions to advertising information and being provided advertising information about the product to which the RFID tag is affixed or incorporated into.

50. The apparatus of claim 48 wherein said prompt includes a telephone number.

10 51. The apparatus of claim 48 wherein said prompt includes an Internet address or website link.

52. The apparatus of claim 48 wherein said advertising information is provided by way of e-mail.

15 53. The apparatus of claim 48 wherein said advertising information is provided by way of text messaging.

54. The apparatus of claim 48 wherein said advertising information is provided by way of an Internet website.

55. The apparatus of claim 48 wherein said advertising information is provided by way of telephonic transmission.

20 56. The apparatus of claim 48 wherein said RFID reader may be placed in an off or standby mode whereby it does not receive a prompt from said RFID Tag.